2008-06-23

The first mobile website allowing you to experience the world of the globally successful game "Kingdom Hearts" is finally here!

キングダム ハーツ・カスタマイズ

KINGDOM HEARTS Customize

Customize your mobile phone to your liking with content that recreates the characters and world of "Kingdom Hearts."

Service started on 2008-06-23 (Monday) http://disney.jp/kh/ (Mobile URL)

Walt Disney Internet Group (Location: Meguro-ku, Tokyo, Representative: Duncan Orell Jones) will launch "Kingdom Hearts Customization" (http://disney.jp/kh/) as a new service on the official Disney mobile website, starting June 23, 2008 (Monday) on NTT Docomo (i-mode®). (The service is scheduled to begin in mid-July 2008 for Disney Mobile, SoftBank Mobile, and KDDI.)

●Kingdom Hearts Customize Overview●

"Kingdom Hearts" is a hugely successful game developed by Square Enix Co., Ltd., with over 12 million copies shipped worldwide. This mobile application recreates the characters and world of Kingdom Hearts on your mobile device. "Kingdom Hearts Customize" is a new Disney mobile website that allows you to personalize your phone using customization features. In addition to popular customization tools, it offers a wealth of attractive content, including wallpapers, Flash wallpapers, call/message animations, and decorative emojis, ensuring that even devices without full customization capabilities can still enjoy the experience.

In addition to content that can be downloaded based on the points purchased (105 yen for 100 points / 315 yen for 300 points), there are also many bonus content items that can be obtained by participating in various events. Furthermore, the number of world maps you can visit increases depending on how long you've been a member of the site, allowing you to enjoy a journey through various worlds such as Atlantica, Agrabah, and Halloween Town. Each world has bonus content that can only be obtained in that specific world.

1. Experience the world of Kingdom Hearts on your mobile device!

We've recreated the captivating characters and world of Kingdom Hearts on mobile devices. The world changes depending on the time of day and season, allowing users to enjoy the site as if they were traveling through the world of Kingdom Hearts. The TOP page design is also themed around the light and darkness of Kingdom Hearts and changes in conjunction with the time of day.

Top Screen (Daytime)

Top Screen (Nighttime)

We provide content and events that are only available during specific times, offering visitors a reason to return again and again.

The characters and backgrounds change depending on the time of day and season!
There are also secret elements...

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2. Customize your mobile phone using the Kisekae Tool®!

Using the Kisekae Tool®, you can customize everything from the main menu to incoming call animations, icons, and even the battery indicator, all with a "Kingdom Hearts" theme! By combining incoming/outgoing call animations and standby screen Flash animations, you can enjoy creating your own unique customized look.

Power On

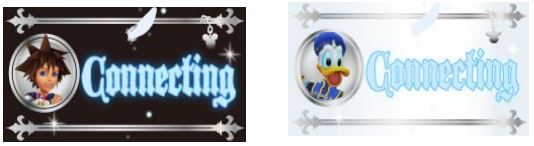
Wallpaper (Daytime)

Menu Screen (Daytime)

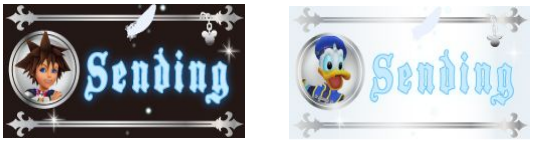
Power Off

Wallpaper (Nighttime)

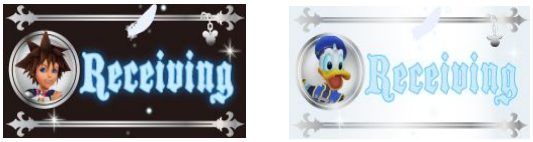
Menu Screen (Nighttime)



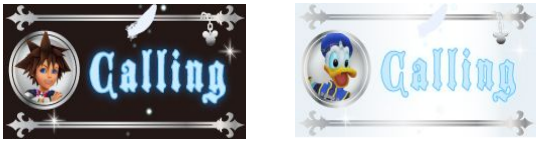
Center Query



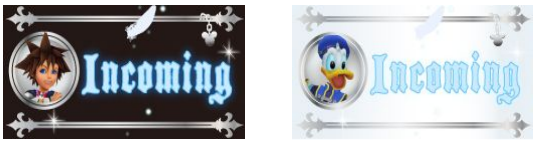
Sending Email



Incoming Email



Making a Phone Call



Incoming Phone Call

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3. Gallery

We offer static wallpapers featuring characters and game screenshots from Kingdom Hearts, as well as Flash clocks and calendars, animated function settings, Deco-Mail® templates, and icons.

Still Image Wallpaper

Flash Clock

Calendar

DecoMail® Template

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4. With a wealth of features, the more you play, the deeper you'll experience the world of Kingdom Hearts!

Depending on how long you've been using the site, you can unlock a larger "world map" and participate in special events that are limited to certain seasons or times of day. You can also collect limited-edition characters through a gacha system that can only be used once a day! This adds to the fun of visiting the site every day.

World Map: The number of accessible world maps increases as you complete text quizzes within the world, and depending on your site subscription period, the time of day, and the season. Clearing a world allows you to access other worlds. Participating in events within a world also gives you a chance to receive exclusive content.

KH Collection: Try your luck with the gacha machine once a day and get exclusive characters! The characters you collect will be saved to your folder with their profiles and images. Collecting all of them will give you bonus content and a chance to travel to another world!

World Map

Station of Awakening (World)

KH Collection

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※1 "i-mode," "DecoMail," and "Kisekae Tool" are trademarks or registered trademarks of NTT DOCOMO, INC.
※2 "Flash" is a trademark or registered trademark of Adobe Systems Incorporated in the United States and other countries.

＜Mobile URL＞ **http://disney.jp/kh/**

QR code for mobile access

＜How to Access＞

【i-mode®】
iMenu ⇒ Menu/Search ⇒ Menu List ⇒ Kisekae Tools ⇒ Characters

【EZweb】
Ezweb ⇒ Top Menu ⇒ Category Search ⇒ Wallpapers • Images • Characters ⇒ EZ Mobile Customization

【Yahoo! Mobile】
Yahoo! Mobile → Menu List → Wallpaper • Kisekae ⇒ Characters

【Disney Mobile】
TBD

＜Service Overview＞

◆Service Launch Date／2008-06-23（NTT Docomo）
／Mid-July 2008（Disney Mobile / Softbank Mobile / KDDI）

◆Fee Information ／315 yen（tax included）/month ★Free of charge for Disney Mobile users only.

◆Additional points (pay-as-you-go)／105 yen（100pt） / 315 yen（300pt） ★Point limit: 1,000pt

◆Compatible Models ／ NTT Docomo ： FOMA 901～905 seires
FOMA 700～705 series（Kisekai Tool is compatible with the 904/704 series and later models）

KDDI ： Compatible with CDMA 1X WIN models（excluding some models）
Compatible with devices that support Flash Lite 1.1（excluding some models）
Decoration email compatible models
Compatible with EZ mobile phone customization（excluding some models）

SoftBank mobile ： Compatible with 3G models（excluding some models）
Compatible with devices that support Flash Lite 1.1（excluding some models）
Decoration email compatible models
Kisekae compatible models

★About Walt Disney Internet Group

Walt Disney Internet Group (WDIG) provides interactive entertainment and a wealth of information content and services worldwide through the internet and mobile phones.
WDIG provides a platform that delivers unique and innovative media experiences for the internet and mobile phones, utilizing the vast entertainment content owned by The Walt Disney Company and its affiliated companies.
WDIG leverages Disney's extensive content, along with high-quality and secure products and services, across the internet and mobile technologies using best practices. It conducts business in multiple areas, including paid content, advertising, and e-commerce. Currently, WDIG's main services include Disney.com, Family.com, and mobile entertainment.

Furthermore, WDIG, a global market leader in providing online and virtual worlds for children and families, offers services such as Club Penguin, ToonTown Online, Pirates of the Caribbean Online, and Disney Fairies Pixie Hollow.

WDIG is headquartered in North Hollywood, California, and provides content worldwide, including in the United States, Europe, and the Asia-Pacific region

In Japan, WDIG operates as a division of Walt Disney Japan Co., Ltd., managing the "Disney Mobile" mobile phone service, the official Disney website "Disney.jp," the official game portal site "Disney Games," the "Disney Family Time" website for enjoying family time, and 89 official mobile websites across three mobile carriers, with 3.5 million registered members.
Press release site: http://press.wdig.jp/

＜Service Overview＞

Disney Mobile	http://disneymobile.jp/（PC/Mobile）
Disney Mobile Official Website	http://disney.jp/（PC）
Disney Mobile Official Mobile Site	http://disney.jp/（Mobile）
Disney Games	http://disneygames.jp/（PC）
Disney Family Time	http://familytime.jp/（PC）

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